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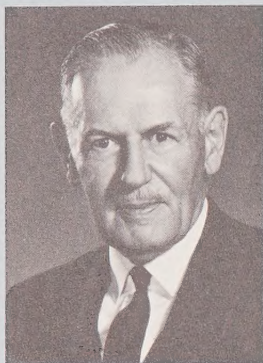
**ANNUAL
REPORT
1 9 6 7**

For the year to December 31st

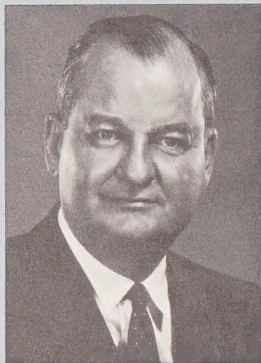
MACLEAN-HUNTER PUBLISHING COMPANY LIMITED

Magazines • Business Publications • Industrial and Trade Shows • Television • Cable TV • Radio • Printing • Design

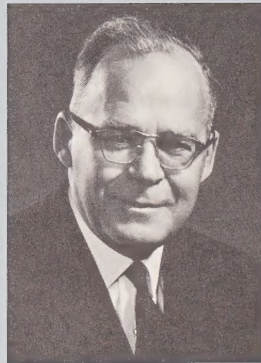
Directors of the Company



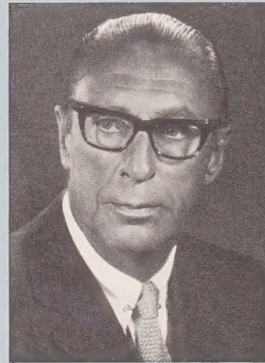
Floyd S. Chalmers, S.M., LL.D.
Chairman of the Board
48 years of service with M-H



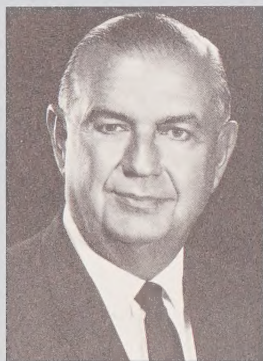
Donald F. Hunter
President
37 years of service with M-H



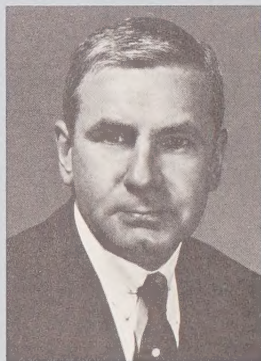
J. Lin Craig
Executive Vice-President
37 years of service with M-H



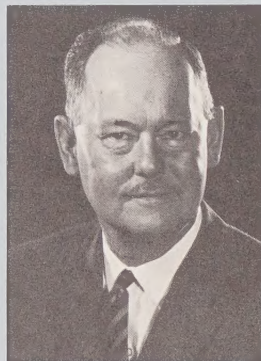
Ronald A. McEachern
Executive Vice-President
30 years of service with M-H



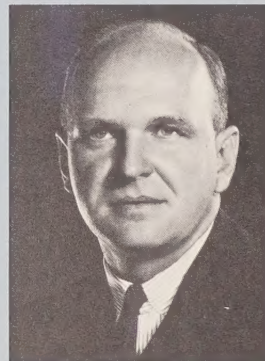
Cyrille J. Laurin
Vice-President
The Financial Post Division
36 years of service with M-H



George W. Gilmour
Vice-President
Business Publications
28 years of service with M-H



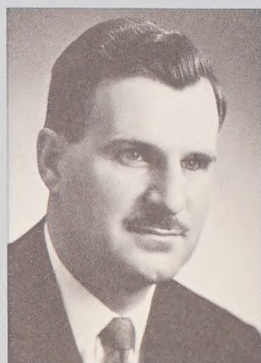
Edward Nymark
Vice-President
Printing Division
22 years of service with M-H



Donald G. Campbell
Vice-President
Finance and Broadcasting
10 years of service with M-H



F. Gerald Brander
Publisher, Maclean's
and Le Magazine Maclean
27 years of service with M-H



Lloyd M. Hodgkinson
Publisher, Chatelaine,
Miss Chatelaine, Châtelaïne,
Hostess, Hôtesse
25 years of service with M-H

The Year 1967 At a Glance

	1967	1966	% Increase or (Decrease)
Net sales	\$49,569,000	\$42,633,000	16.3
Net income — total	2,967,000	2,146,000	38.2
— per share	2.97	2.15	38.2
— percent of sales	6.0	5.0	
Dividends			
On Class B Shares — total	531,000	436,000	21.8
— per share	1.06¼	87c	
On Common Shares — total	625,000	500,000	25.0
— per share	1.25	1.00	
Total dividends paid	1,156,000	936,000	23.5
Working capital	1,466,000	3,123,000	(53.1)
Investments — at cost less amounts written off	1,310,000	1,344,000	(2.5)
Properties — at cost less depreciation	9,002,000	8,532,000	5.5
Publishing rights and goodwill	7,694,000	6,029,000	27.6
Unearned revenue	6,956,000	6,447,000	7.9
Term loans	3,210,000	5,376,000	(40.3)
Deferred income taxes	395,000	238,000	66.0
Minority interest in subsidiary companies	417,000	166,000	151.2
Shareholders' equity	8,626,000	6,875,000	25.5

The President's Report to the Shareholders

In our 80th year your company continued its record-breaking performance in both sales and net income. The consolidated financial statements show that the sales increased to \$49,569,000 from \$42,633,000 and net income to \$2,967,000 from \$2,146,000. This amounted to \$2.97 per share, up from \$2.15 per share.

The improvement was spread over nearly all of our operations and was due, in part, to new ventures and recent acquisitions starting to pay off. It was also helped by special Centennial issues and by Expo, though these increased our costs considerably.

The average paid circulation of some of our major publications showed the following increase for the last six months of each year.

	1966	1967	Increase
Macleans	564,000	639,000	75,000
Le Magazine Maclean	168,000	167,000	(1,000)
Chatelaine-English	890,000	930,000	40,000
Châtelaine-French	235,000	256,000	21,000
The Financial Post	127,000	129,500	2,500

Our business publications continued to show progress. We now publish 75 business periodicals with a total circulation of 743,000 and 22 annuals with a total circulation of about 300,000.

Another rough measurement of our printing and publishing growth is that our Printing Plant used 9% more paper last year than the year before.

Our Trade Shows Division now stages and manages over 20 shows, most of them on an annual basis.

We have set up, in conjunction with Southam Business Publications Limited, an equally-owned affiliate called Trans Canada Expositions Limited, which will produce Home Shows in Montreal, Ottawa and Quebec City and an Education Show in Montreal.

Our broadcast interests continued to show an overall increase in revenue and net income and we are continuing our efforts to increase our audiences by better programming and more interesting local features.

At Expo, our Maclean-Hunter International Forum, consisting of lectures by 14 outstanding men from 14 different countries on varied aspects of Man's Search for Human Betterment made your company a significant participant in this immensely successful World's Fair.

The Chatelaine model home at Expo drew an attendance of about two million, a prodigious traffic.

The Expo Guide and Map, which we edited, designed and printed, benefitted from the increased attendance at Expo and we were able to sell more copies than expected.

The Centennial Train, designed and produced by our subsidiary Design Craft Limited, drew an attendance of about 2¾ million people on its trip from coast to coast.

The Indians of Canada Pavilion at Expo, the interior of which was also produced by Design Craft, aroused a great deal of interest and drew large crowds.

We have started making large investments in cable television through our subsidiary company, Maclean-Hunter Cable TV Limited, in which we have a controlling interest. We bought from Metronics Corporation Limited existing cable systems in Guelph, Owen Sound, Midland, Penetang, Collingwood, Huntsville and North Bay. We have also started laying cable and have hooked up the first subscribers to systems in St. Catharines and Sarnia. We have completed arrangements for expanding further into cable TV in Metropolitan Toronto, Mississauga and Pickering Township.

Our overall cable operations are not expected to show a profit in 1968 and, in fact, we are budgeting for a loss on them of about 10 cents per share. The start-up costs in this business are very high because the receiving equipment must first be installed and cable strung throughout the area to be served and only after this expense has been borne can we start getting revenue from subscribers. It usually costs more to wire a subscriber on to the system than the subscriber is charged for the installation, if in fact there is any charge at all, so even increased sales do not immediately improve the profits.

It is true that television broadcasting stations are now sending out a better picture than in years past and home receivers are much better built than ever before, but the quality of the picture that appears on the home screen in urban centers has consistently deteriorated. This is caused mainly by high-rise apartment buildings and office buildings that reflect and deflect the signal. This results in ghosting. Individuals appear as twins and hockey teams have twelve or eighteen men playing on the ice at the same time. Aeroplanes and most types of electric motors also cause interference with the picture. Cable overcomes such interference.

As well as delivering to the home a reliable and greatly improved picture, cable can also bring in more stations than the home owner's private antenna. Cable brings in ultra high frequency stations (UHF) that could not otherwise be received and we expect there will be a big increase in UHF broadcasting, particularly in the field of education.

A further advantage is that cable saves the cost of the home mast and antenna which are unsightly and which have a rather short life.

We increased the quarterly dividend from 25 cents to 30 cents per common share commencing on January 31, 1968.

To broaden the market for the company's stocks we have announced plans to subdivide each present Common and Class B share into four new shares. This is subject to the shareholders' approval which will be requested at a special Shareholders' Meeting following the Annual Meeting which will be held in April.

We are also proposing at the Shareholders' Meeting to change the name of the company from Maclean-Hunter Publishing Company Limited to Maclean-Hunter Limited. We are doing this because our activities now include much more than publishing the printed word. They include television and radio broadcasting, cable television, commercial printing,

trade shows, the design and construction of displays and exhibits, direct mail services, statistical services for brokers and investors, a research bureau and a press clipping service.

During the year, Murray R. Chipman of Montreal, our Eastern Director, retired after forty-four years' service with the company. We express to him our sincere appreciation and gratitude for faithfully and effectively serving the interests of Maclean-Hunter for so many years.

The number of employees as of December 31, 1967, was as follows:

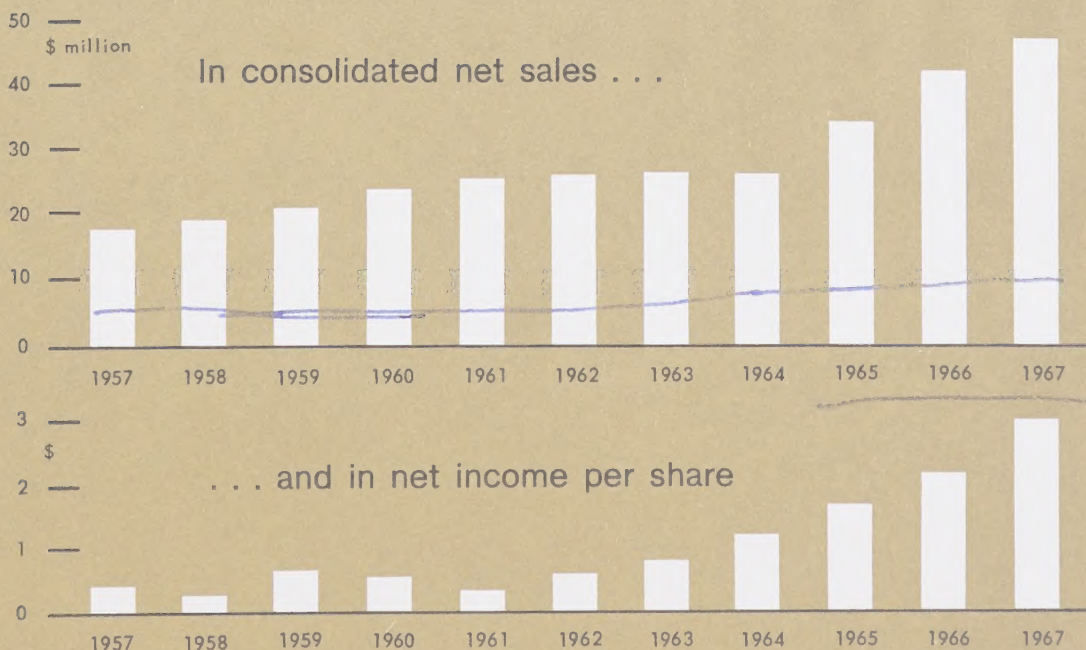
Maclean-Hunter, Canada	2,268
Radio, TV and Cable TV	285
Maclean-Hunter, U.S.A.	135
Maclean-Hunter, U.K.	131
Total	2,819

On behalf of the company I would like to express our sincere appreciation to our dedicated employees and to our increasing number of customers for their continued recognition and for making 1967 such a good year.

Donald F. Hunter

Donald F. Hunter

The Record of Maclean-Hunter's Growth



1967

1967

1970

publishing
broadcasting & cable
mail

Donald Campbell

Statement of Consolidated Income and Retained Earnings

For the year ended December 31, 1967 (with comparative figures for 1966)

	1967	1966
Net sales	\$49,569,000	\$42,633,000
Operating expenses, except depreciation	<u>42,635,000</u>	<u>37,485,000</u>
Profit from operations before the following	<u>6,934,000</u>	<u>5,148,000</u>
Add income from investments	<u>46,000</u>	<u>39,000</u>
	<u>6,980,000</u>	<u>5,187,000</u>
Deduct:		
Depreciation	<u>866,000</u>	<u>755,000</u>
Interest expense (net)	<u>279,000</u>	<u>198,000</u>
	<u>1,145,000</u>	<u>953,000</u>
Profit before income taxes	<u>5,835,000</u>	<u>4,234,000</u>
Income taxes (note 2)	<u>2,868,000</u>	<u>2,088,000</u>
Net income	2,967,000	2,146,000
Capital gains less capital losses	<u>26,000</u>	<u>87,000</u>
Balance added to retained earnings	<u>2,993,000</u>	<u>2,233,000</u>
Retained earnings, beginning of year	<u>6,375,000</u>	<u>5,168,000</u>
	<u>9,368,000</u>	<u>7,401,000</u>
Deduct:		
Dividends —		
On Class B shares:		
\$1.0625 per share Class A shares,		
subsequently redeemed in cash (\$.8715		
in 1966 including \$.1435 in cash) (note 3)	<u>531,000</u>	<u>436,000</u>
On common shares:		
\$1.25 per share in cash (\$1.00 in 1966)	<u>625,000</u>	<u>500,000</u>
	<u>1,156,000</u>	<u>936,000</u>
Tax paid on undistributed income	<u>86,000</u>	<u>90,000</u>
	<u>1,242,000</u>	<u>1,026,000</u>
Retained earnings, end of year	<u><u>\$ 8,126,000</u></u>	<u><u>\$ 6,375,000</u></u>
Per share of capital stock:		
Net income	<u>\$2.97</u>	<u>\$2.15</u>
Capital gains less capital losses	<u>.02</u>	<u>.08</u>
Balance added to retained earnings	<u><u>\$2.99</u></u>	<u><u>\$2.23</u></u>

See accompanying notes

Statement of Consolidated Source and Application of Funds

For the year ended December 31, 1967 (with comparative figures for 1966)

	1967	1966
Source of funds:		
Operations —		
Net income for the year as shown on the statement of consolidated income	\$2,967,000	\$2,146,000
Increase in unearned revenue	509,000	761,000
Amounts deducted in arriving at net income, which did not involve an outlay of funds:		
Depreciation	866,000	755,000
Deferred income taxes	157,000	238,000
Total funds from operations	4,499,000	3,900,000
Proceeds from sale of investments —		
Affiliated companies		448,000
Other	6,000	
Term loans		4,525,000
	4,505,000	8,873,000
Application of funds:		
Purchase of properties (net)	1,266,000	2,733,000
Dividends paid	1,156,000	936,000
Tax paid on undistributed income	86,000	90,000
Refundable federal 5% tax paid	58,000	74,000
Investments in —		
Affiliated companies (net)	16,000	440,000
Amounts paid for publishing rights and goodwill, net after minority interests of \$251,000 in subsidiary companies	1,414,000	4,866,000
Reduction of long-term debt	2,166,000	
	6,162,000	9,139,000
Decrease in funds	1,657,000	266,000
Working capital, beginning of year	3,123,000	3,389,000
Working capital, end of year	\$1,466,000	\$3,123,000
Represented by:		
Current assets	\$7,916,000	\$9,178,000
Less current liabilities	6,450,000	6,055,000
	\$1,466,000	\$3,123,000

Maclean-Hunter Publishing Company Limited

(Incorporated under the laws of Ontario)

Statement of Consolidated Financial Position

DECEMBER 31, 1967 (with comparative figures at December 31, 1966)

ASSETS	1967	1966
Current:		
Short-term investments at cost which is approximately market value	\$ 275,000	\$ 1,200,000
Accounts receivable	5,840,000	6,343,000
Inventories at the lower of cost or market	1,323,000	1,041,000
Prepaid expenses	478,000	594,000
Total current assets	7,916,000	9,178,000
Refundable federal 5% tax	132,000	74,000
Investments — at cost less amounts written off:		
50% owned affiliated companies	796,000	824,000
Other	514,000	520,000
Total investments	1,310,000	1,344,000
Properties:		
Land at cost	735,000	688,000
Buildings and equipment at cost	23,183,000	21,395,000
Less accumulated depreciation	14,916,000	13,551,000
	8,267,000	7,844,000
Total properties	9,002,000	8,532,000
Publishing rights and goodwill (note 4)	7,694,000	6,029,000
	<u>\$26,054,000</u>	<u>\$25,157,000</u>

On behalf of the Board:

Donald F. Hunter Director

Donald F. Hunter Director

See accompanying notes

LIABILITIES

	1967	1966
Current:		
Bank overdraft and loans due within one year	\$ 1,492,000	\$ 2,260,000
Accounts payable and accrued charges	2,662,000	2,488,000
Income and other taxes payable	2,296,000	1,307,000
Total current liabilities	6,450,000	6,055,000
Unearned revenue:		
Portion of paid subscriptions unearned	6,820,000	6,240,000
Other	136,000	207,000
	6,956,000	6,447,000
Long-term debt (note 5)	3,210,000	5,376,000
Deferred income taxes	395,000	238,000
Minority interest in subsidiary companies	417,000	166,000
Shareholders' equity:		
Capital (note 6) —		
Authorized:		
44,258,125 Class A 3% non-cumulative, non-voting redeemable shares with a par value of 20c each		
500,000 Class B participating shares without par value		
1,000,000 common shares without par value		
Issued:		
500,000 Class B shares }	500,000	500,000
500,000 common shares }		
Retained earnings (including tax paid undistributed income of \$126,884 in 1967)	8,126,000	6,375,000
	8,626,000	6,875,000
	\$26,054,000	\$25,157,000

Auditors' Report

To the Shareholders of
Maclean-Hunter Publishing Company Limited:

We have examined the statement of consolidated financial position of Maclean-Hunter Publishing Company Limited and its subsidiaries as at December 31, 1967 and the statements of consolidated income and retained earnings and source and application of funds for the year then ended. Our examination included a general review of the accounting procedures and

such tests of accounting records and other supporting evidence as we considered necessary in the circumstances.

In our opinion these consolidated financial statements present fairly the financial position of the companies as at December 31, 1967 and the results of their operations and the source and application of their funds for the year then ended, in accordance with generally accepted accounting principles applied on a basis consistent with that of the preceding year.

Toronto, Canada,
February 15, 1968.

CLARKSON, GORDON & CO.,
Chartered Accountants

Notes to Consolidated Financial Statements December 31, 1967

1. Consolidation:

The consolidated financial statements include the accounts of the following subsidiaries:

Wholly owned —

Maclean-Hunter Publishing Corporation (U.S.)
Maclean-Hunter Limited (U.K.)
Design-Craft Limited (Canada)
Shoreacres Broadcasting Company Limited — CKEY (Canada)
National Market Reports Inc. (U.S.)
National Automotive Publishers, Ltd. (Canada)

In excess of 50% owned —

The Voice of the Prairies Limited (Canada)
CFCN Television Limited (Canada)
Maclean-Hunter Cable TV Limited
Huron Cable TV Limited

During 1967, the company formed a subsidiary, Maclean-Hunter Cable TV Limited, together with minority interests, to develop and operate cable television systems. The subsidiary acquired for cash several Ontario systems operated by Metronics Corporation Limited. In addition, the subsidiary acquired a controlling interest in Huron Cable TV Limited to operate in southwestern Ontario.

Accordingly, the appropriate portion of the 1967 operating results of these companies is included in the statement of consolidated income for 1967 after eliminating minority shareholders' interest.

The company also acquired the remaining small minority interest in National Market Reports, Inc. and National Automotive Publishers Ltd.

2. Income Taxes:

The 1967 provision for income taxes has been reduced by \$107,000 as a result of the carry-forward of prior years' losses in certain subsidiary companies.

Income taxes actually payable in respect of 1967 are \$157,000 less than the amount provided as a result of claiming for income tax purposes more depreciation than that recorded in the accounts.

3. Dividends:

Dividends paid on Class B shares are equivalent to those paid on common shares after consideration of the special 15% tax paid on undistributed income by the company.

4. Publishing rights and goodwill:

These assets consist of the cost of acquiring publication rights or goodwill either by means of direct purchase or through the purchase of a controlling interest in companies owning these intangible assets.

5. Long-term debt:

This consists of:

Maclean-Hunter Publishing Company Limited — term bank loans due 1970-1972	\$2,605,000
Subsidiary companies' bank loans, debentures and mortgages due 1969-1977	605,000
	<hr/> \$3,210,000

6. Capital:

During 1967, 2,656,250 Class A shares with a par value of 20c each were issued as stock dividends on Class B shares and redeemed at par.

7. Contingent liabilities and commitments:

- (a) As at December 31, 1967, there were pending against the company law suits arising in the ordinary course of business. Management, based on opinion of counsel retained in these lawsuits, is of the opinion that recoveries, if any, by the plaintiffs will not be material and no provision for such has been made in the accounts.
- (b) The company has guaranteed \$860,000 of affiliated companies' bank loans.
- (c) The company is committed for \$1,650,000 in 1968 expenditures on properties.

8. Statutory information:

The aggregate direct remuneration of directors and senior officers (as defined in The Corporations Act, Ontario) amounted to \$616,000 in 1967.

all 10 directors are members of the company.

— difference between book value & price paid.

Affiliated and subsidiary companies

CFCN Television Limited, Calgary

The Voice of the Prairies Limited, Calgary

Own and operate TV station CFCN and radio station CFCN. As they are controlled by Maclean-Hunter, the applicable portion of their earnings has been consolidated.

Design Craft Limited

Wholly-owned subsidiary of Maclean-Hunter is Canada's leading firm of designers and exhibit builders. As the company is wholly-owned, its accounts have been consolidated.

Greatlakes

Broadcasting System Limited

Owens and operates Radio Station CFCO, Chatham, CFOR, Orillia, and CHYM and CHYM-FM in Kitchener/Waterloo.

Maclean-Hunter owns 50 per cent of the common shares, 85 per cent of the outstanding debentures and 100 per cent of the preferred shares.

As this company is only 50 per cent owned no portion of its sales or earnings have been consolidated in the company's accounts.

EUROPEAN COMPANIES

Tarifmedia S.A.,

Paris, France,

publishers of Tarif Media

Media-daten

Verlagsgesellschaft mbH.,

Frankfurt, Germany,

publishers of Media-daten,

Media Fakten and

Media Address.

Dati e Tariffe

Pubblicitarie S.p.A.,

Milan, Italy,

publishers of

Dati e Tariffe Pubblicitarie

Maclean-Hunter owns 50 per cent of the above. The other 50 per cent is owned by Standard Rate & Data Service, Inc., Skokie, Ill. As these companies are only 50 per cent owned, no portion of their sales or earnings has been consolidated in the company's accounts.

National Market Reports, Inc., Chicago

National Automotive Publishers Ltd., Toronto

These companies publish valuation guides on used cars, trucks and tractors. As they are wholly-owned subsidiaries their accounts have been consolidated.

Maclean-Hunter Cable TV Limited

This company was incorporated in 1967 to provide diversification of our interests into the rapidly growing field of cable television. Cable television systems are in the planning stage or actually under construction in Toronto, St. Catharines and Mississauga Township, west of Metro Toronto. Pickering Township to the east of Toronto will follow.

During the year the company acquired operating systems in Guelph, Owen Sound, Collingwood, Midland, Penetang, Huntsville and North Bay. Maclean-Hunter Cable TV also holds a majority interest in Huron Cable TV Limited which operates a system in Sarnia.

Both companies are controlled by Maclean-Hunter, and therefore the applicable proportion of their operating results has been included in the consolidated accounts.

Shoreacres Broadcasting Company Limited

Owens and operates radio station CKEY, Toronto. This wholly-owned subsidiary was acquired in 1966. The results of its operation have been consolidated in the company's accounts.

Trans Canada Expositions Limited

This company was formed to produce home shows in Montreal, Ottawa and Quebec City. It is owned equally by Maclean-Hunter Publishing Company Limited and Southam Business Publications Limited. The activities have been expanded to include Maclean-Hunter's Canadian Audio-Visual Equipment Show and Southam's Quebec Education Show, which will serve the education market in Quebec.

Ten-Year Summary (000 omitted)

	1967	1966	1965
Net income	\$49,569	\$42,633	\$34,543
Less: Operating expenses excluding depreciation	\$42,868	\$37,644	\$30,317
Income taxes	\$ 2,868	\$ 2,088	\$ 1,891
Dividends on first preference shares
Net flow of funds from operations	\$ 3,833	\$ 2,901	\$ 2,335
Less: Depreciation	\$ 866	\$ 755	\$ 617
Net income available for common and class B shares	\$ 2,967	\$ 2,146	\$ 1,718
Dividends paid			
Common shares \$100 par value			
in cash
in preference shares
Class B participating shares without par value			
in cash	\$ 72	\$ 152
in class A redeemable shares	\$ 531	\$ 364	\$ 253
Common shares without par value			
in cash	\$ 625	\$ 500	\$ 450
Current assets	\$ 7,916	\$ 9,178	\$ 7,969
Less: Current liabilities	\$ 6,450	\$ 6,055	\$ 4,580
Working capital	\$ 1,466	\$ 3,123	\$ 3,389
Ratio of current assets to current liabilities	1.2	1.5	1.7
Total assets	\$26,054	\$25,157	\$16,355
Minority interest	\$ 6,956	\$ 6,447	\$ 5,686
Term loans	\$ 3,210	\$ 5,376	\$ 421
Deferred income taxes	\$ 395	\$ 238
Minority interest in subsidiary companies	\$ 417	\$ 166
Shareholders' equity	\$ 8,626	\$ 6,875	\$ 5,668
Other data, on a per share basis in dollars (1)			
Net flow of funds from operations	\$ 3.83	\$ 2.90	\$ 2.33
Net income	\$ 2.97	\$ 2.15	\$ 1.72
Dividends paid	\$ 1.25	\$ 1.00	\$ 0.90
Net income as a percentage of net sales	6.0	5.0	5.0

(1) Assuming present capitalization of 1,000,000 shares (500,000 class B and 500,000 common) for all years.

1964	1963	1962	1961	1960	1959	1958
\$29,169	\$26,300	\$26,006	\$25,855	\$24,454	\$22,492	\$19,837
\$26,006	\$24,023	\$24,128	\$24,301	\$22,474	\$20,310	\$18,518
\$ 1,326	\$ 830	\$ 576	\$ 431	\$ 653	\$ 726	\$ 289
.....	\$ 26	\$ 24	\$ 24	\$ 24	\$ 24	\$ 24
\$ 1,837	\$ 1,421	\$ 1,278	\$ 1,099	\$ 1,303	\$ 1,432	\$ 1,006
\$ 638	\$ 664	\$ 724	\$ 725	\$ 777	\$ 784	\$ 749
\$ 1,199	\$ 757	\$ 554	\$ 374	\$ 526	\$ 648	\$ 257
\$ 290	\$ 540	\$ 50
\$ 600	\$ 175	\$ 1,670	\$ 40	\$ 40	\$ 40	\$ 40
.....
.....
.....
\$ 5,947	\$ 5,855	\$ 4,486	\$ 4,487	\$ 3,730	\$ 3,636	\$ 2,848
\$ 2,823	\$ 2,557	\$ 1,869	\$ 1,901	\$ 1,846	\$ 2,327	\$ 2,087
\$ 3,124	\$ 3,298	\$ 2,617	\$ 2,586	\$ 1,884	\$1,309	\$ 761
2.1	2.3	2.4	2.4	2.0	1.6	1.4
\$13,520	\$13,481	\$12,562	\$12,916	\$11,916	\$12,156	\$11,197
\$ 4,902	\$ 4,774	\$ 4,419	\$ 3,718	\$ 3,101	\$ 2,730	\$ 2,363
\$ 442	\$ 600	\$ 800
.....
.....
\$ 5,353	\$ 6,150	\$ 6,274	\$ 7,297	\$ 6,969	\$ 6,498	\$ 5,947
\$ 1.84	\$ 1.42	\$ 1.28	\$ 1.10	\$ 1.30	\$ 1.43	\$ 1.01
\$ 1.20	\$ 0.76	\$ 0.55	\$ 0.37	\$ 0.53	\$ 0.65	\$ 0.26
\$ 0.89	\$ 0.71½	\$ 1.72	\$ 0.04	\$ 0.04	\$ 0.04	\$ 0.04
4.1	2.9	2.1	1.5	2.2	2.9	1.3

Maclean-Hunter's Roster of Publications

Magazines

Maclean's Magazine
Chatelaine
Miss Chatelaine
Hostess

Published in French

Le Magazine Maclean
Châtelaine
Hôtesse

The Financial Post Division

The Financial Post

The Financial Post Annuals

Directory of Directors
Financial Post World Wide
Survey of Industrials
Survey of Investment Funds
Survey of Markets
Survey of Mines
Survey of Oils

F.P. Publications Magazine Format

The Well-Dressed Man/Spring and Fall
Canadian Holiday
World Travel

Canadian Business Publications

Building Supply Dealer
Bus & Truck Transport
Canadian Advertising Rates & Data
Canadian Automotive Trade
Canadian Aviation
Canadian Builder
Canadian Controls & Instrumentation
Canadian Electronics Engineering
Canadian Grocer
Canadian Hotel & Restaurant
Canadian Industrial Photography
Canadian Interiors
Canadian Jeweller
Canadian Machinery and Metalworking
Canadian Packaging
Canadian Paint & Finishing
Canadian Printer and Publisher
Canadian Pulp and Paper Industry
Canadian Research & Development
Canadian Red Book
Canadian Shipping and Marine Engineering News
Canadian University
Civic Administration
Design Engineering
Drug Merchandising
Electrical Contractor and Maintenance Supervisor
FOOD in Canada
Hardware Merchandising
Heavy Construction News
Home Goods Retailing
Lawn and Garden Merchandising
Marketing
Materials Handling in Canada
Mechanical Contracting & Engineering
Men's Wear of Canada
Modern Power & Engineering

Modern Purchasing
Office Equipment & Methods
Oilweek
Photo Trade
Plant Administration & Engineering
Progressive Plastics
School Progress
Style
Teaching Aids Digest (semi-annually)
The Medical Post

Published in French

Bâtiment
Cités et Villes
Climatisation, Chauffage et Plomberie
L'Acheteur
L'épicier
Le Bureau
Le Pharmacien
Le Quincaillier
Québec Industriel
Revue-Moteur
Transport Commercial

Annuals

Buyer's Guide to Plastics
Canadian Controls & Instrumentation Buyers' Guide
Canadian Industry Shows & Exhibitions
Canadian Nuclear Technology Directory
Canadian Service Data Book
Canadian Special Truck Equipment Manual
Civic Administration's Municipal Reference Manual
and Purchasing Guide
Fraser's Canadian Shoe and Leather Directory
Fraser's Canadian Textile Apparel and
Variety Goods Directory
Fraser's Canadian Trade Directory
Hardware Merchandising's Hardware Handbook
Materials Handling Handbook
Pedago-Guide
School Progress Reference Directory and Buyers' Guide
The National List of Advertisers

Published in U.K.

British Printer
British Printer Specification Manual
British Rate and Data
British Rate and Data Media Atlas (Annual)
Business Systems & Equipment
Modern Purchasing
Packaging News
Ports & Terminals
Travel Agency

Published in U.S.A.

Boxboard Containers
Coal Mining & Processing
Concrete Products
Inland Printer/American Lithographer
Rock Products
Farm Tractor and Implement Blue Book
National Auto Damage Manual
Red Book of Official Used Car Valuations
Truck Blue Book



Other Services of Maclean-Hunter

The Financial Post Services

FP Corporation Service and FP Computer Services provide highly specialized information on Canadian companies for investors and the investment community.

Canadian Press Clipping Service

A complete service of clippings from every Canadian newspaper and periodical published in Canada in the French and English languages.

Commercial Printing Division

A comprehensive printing service for periodicals, house magazines, catalogues, reports, advertising and promotional material.

Direct Mail Services

Provides complete, up-to-date, selective business and industry mailing lists and mailing services in more than 800 market categories.

Maclean-Hunter Research Bureau

Conducts the only survey (quarterly) on Canadian Consumer Buying Intentions. Market reports available on a variety of products and services; specialized market surveys on a fee basis.

Interpreters

A complete English-French translation service, available on fee basis.

Design Craft Ltd.

Provides Canada's most complete exhibit service: from full-scale exhibits and displays to models and animations and rental of furniture, draperies etc.

Industrial and Trade Shows of Canada

Atlantic Education Showplace
 Canadian Aviation Show & Exhibition
 Canadian Education Showplace
 Canadian Graphic Arts Show
 Canadian Launderers & Dry Cleaners Show
 Canadian Plant Engineering & Maintenance Show
 Construction & Public Works/Municipal Equipment Show
 Materials Handling Show
 Mining Show
 Montreal International Automobile Salon
 Le Salon International de l'Automobile de Montréal
 National Industrial Production & Machine Tool Show
 Pacific Education Showplace
 Plastics Show of Canada
 Quebec Hardware/Housewares Show
 Exposition de Quincaillerie du Québec
 Supermarket Show
 The Association of Hospitals of the Province of Quebec Convention-Exhibition
 Congrès-Exposition de l'Association des Hôpitaux de la Province de Québec
 Toronto International Auto Show
 Transportation Show

Also:

Home Shows in Montreal, Ottawa and Quebec City
 and the Quebec Education Show (in equal partnership with Southam Business Publications Ltd.)
 In Britain: Ports & Terminals Exhibition

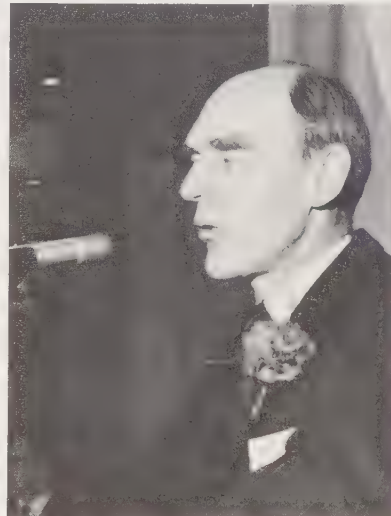


Industrial and Trade Shows Division

of Maclean-Hunter develops, manages and produces more than 20 shows which bring together manufacturers and customers in many industries. Some shows — Home, Aviation, Auto — are open to the public; others may be confined to customers and buyers in special fields such as machine tools, printing or plastics manufacturing equipment.

Hon. Robert Stanfield, then Premier and Minister of Education of Nova Scotia, opens Education Showplace.

Rt. Hon. Barbara Castle, British Minister of Transport, opens the British Ports and Terminals Exhibition.



Mrs. Lester B. Pearson, wife of the Prime Minister, is interested in a lion cub at one of the booths after officially opening the Ottawa Home Show. Staged at Lansdowne Park, it was the largest such event ever held in Ottawa.



Donald F. Hunter, M-H president, left, with Hon. Robert Winters, Federal Minister of Trade and Commerce, and Hon. Stanley J. Randall, Ontario Minister of Economics and Development, opening Production Show '67.



A skilled artist works on a replica of the 11-foot welcoming figure which stands in front of an Indian longhouse in British Columbia. When completed, the figure will be part of the Canadian exhibits prepared by Design Craft for Hemisfair 68, this year's international exposition at San Antonio, Texas.



Design Craft Ltd., an M-H subsidiary, is a unique combination of artistic talent and manual skills. Its output ranges from papier maché figures . . .



to complete displays for industrial or national exhibitions, or projects such as the 1967 Confederation Train which toured Canada and was seen by nearly three million people.



Artists and technicians assemble an animated display. Design Craft's staff of 250 includes artists, designers, skilled woodworkers, electricians, painters, etc.



Maclean-Hunter publications are the result of team effort — from the mass circulation Maclean's and Chatelaine and their French-language counterparts to smaller, more specialized business publications. And in that team effort there is a wide variety of talents to support the writing skills of editors.

Page by page, a complete issue of Maclean's magazine takes visual form on a wallboard under the direction of an artist.

Pretty models, personalities, new products and cover subjects come within the range of the camera in Maclean-Hunter's completely-equipped photographic studio.

Editors check background, facts, in the M-H library, a storehouse of information on Canadian personalities, investments, economics and national affairs.





Testing the result is just one of many functions of Chatelaine Institute, before a product gets the Seal of Approval, or a menu or home hint is passed for a coming issue of Chatelaine magazine.



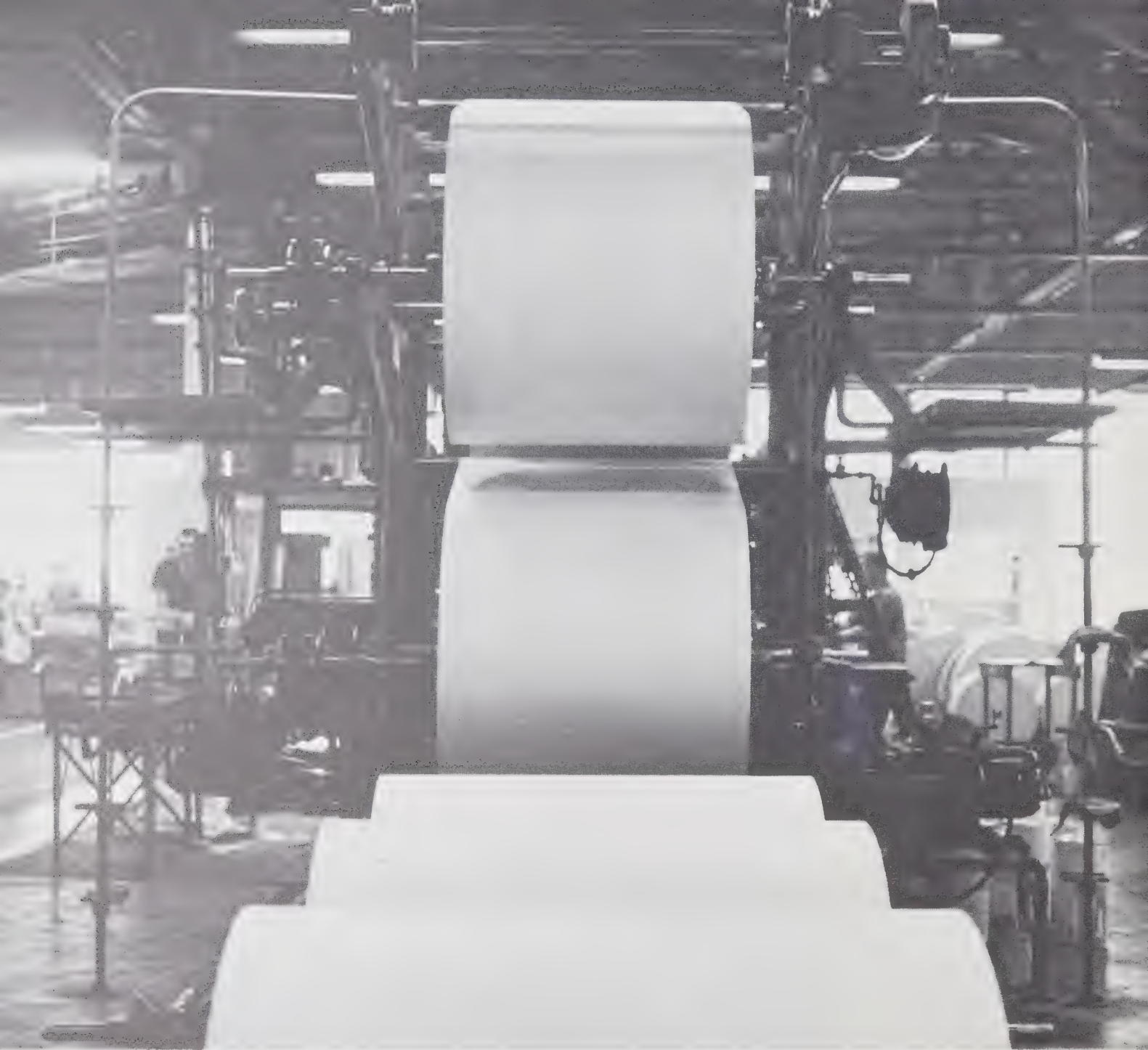
One of three firsts (a clean sweep) received by M-H editors in the Centennial Awards of the Business Paper Editors Association. This one, for Best Continuing Coverage, is presented to Pat Porth and Bruce Gendall of Style by Ontario's Minister of Tourism and Information, Hon. James A. C. Auld.

On the business side, the M-H team has been strengthened by the installation of a new computer . . .

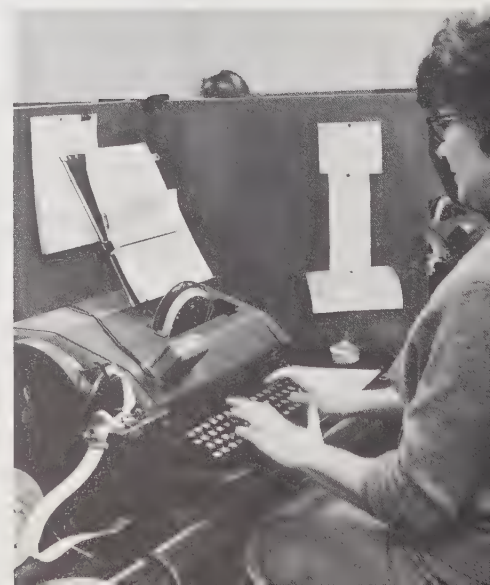


. . . aiding circulation and accounting offices to keep up with the steady growth of the company's business





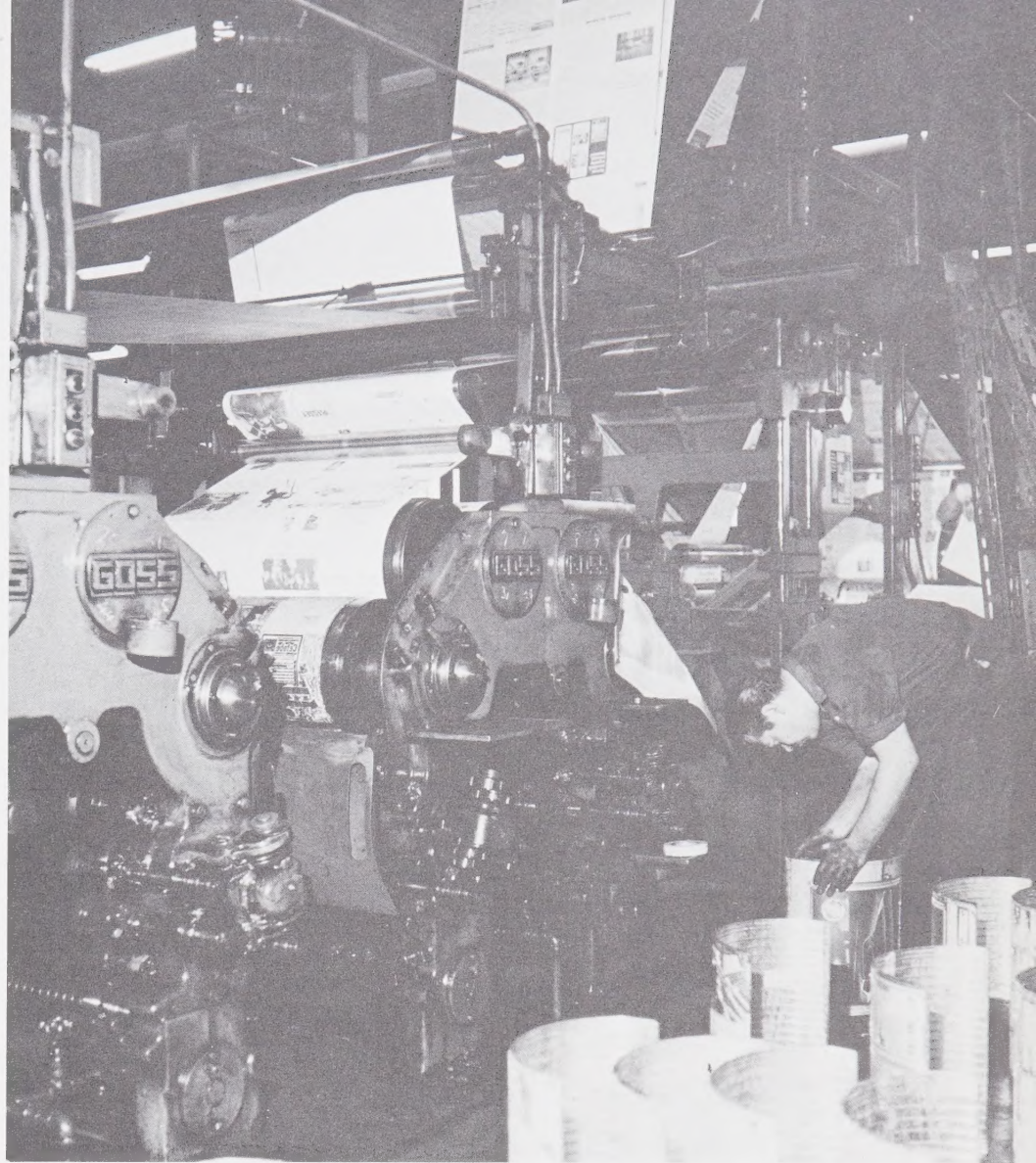
Skilled operators take editorial copy
and convert it into punched tape.



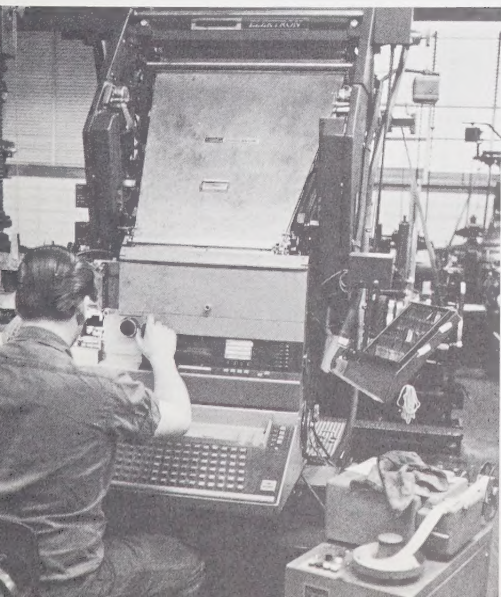
People, machinery and paper

convert ideas into the printed word at Maclean-Hunter's modern plant at Yonge Street and the Macdonald-Cartier Freeway in North Toronto. In addition to the 65 magazines and business publications and numerous annuals for Maclean-Hunter in Canada, the plant handles a large volume of printing of all kinds for commercial customers.

Many tons of paper go through the presses at Maclean-Hunter to produce the nearly 4,000,000 copies per issue required in total for company's magazines — Maclean's, Le Magazine Maclean, Chatelaine, Châtelaine, Hostess and Hôtesse — and for The Financial Post and the specialized merchandising and industrial business papers and their annuals and directories.



Modern typesetting machines convert punched tape into lines of metal type.

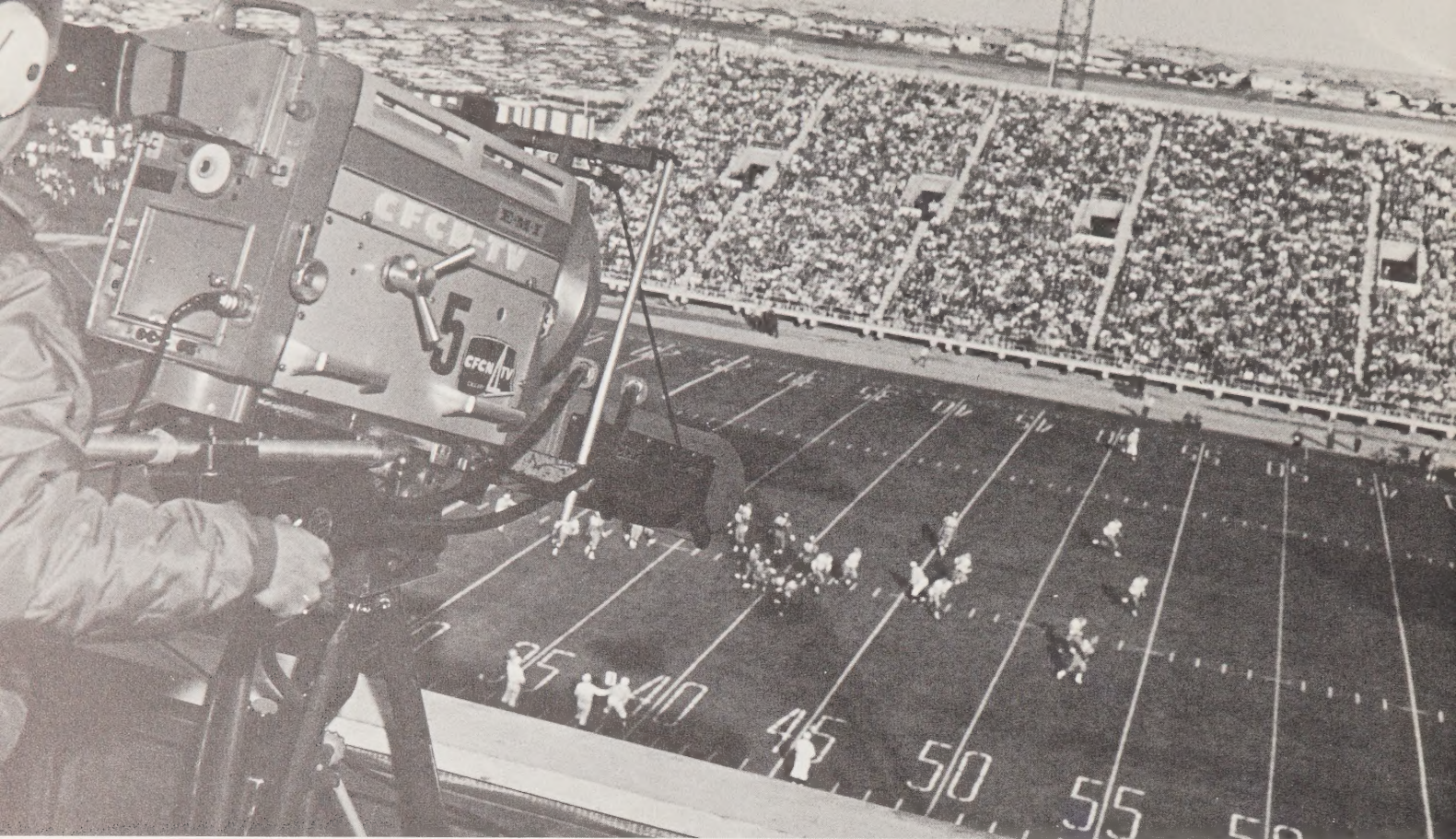


A compositor working from layout puts the type into the form.



To improve layouts and ensure accuracy, editorial production staff members work with compositors as another edition of The Financial Post goes to press.





M-H in radio, television and cable TV

Maclean-Hunter's CFCN-TV, Calgary, will come up with another example of its leadership in the western Canada broadcasting field in the Fall of 1968, when its special mobile unit will originate color telecasts of Canadian Football League games from Vancouver, Calgary, Edmonton, Regina and Winnipeg.

In Toronto area, CKEY's Rick Campbell broadcasts every morning from the Safari Room on the 54th floor of Canada's tallest building — The Toronto-Dominion Center. Other M-H radio activities are in Calgary and in Chatham, Orillia and Kitchener-Waterloo, through 50 per cent ownership in Greatlakes Broadcasting System.



MIDLAND-PENETANG CABLE TV

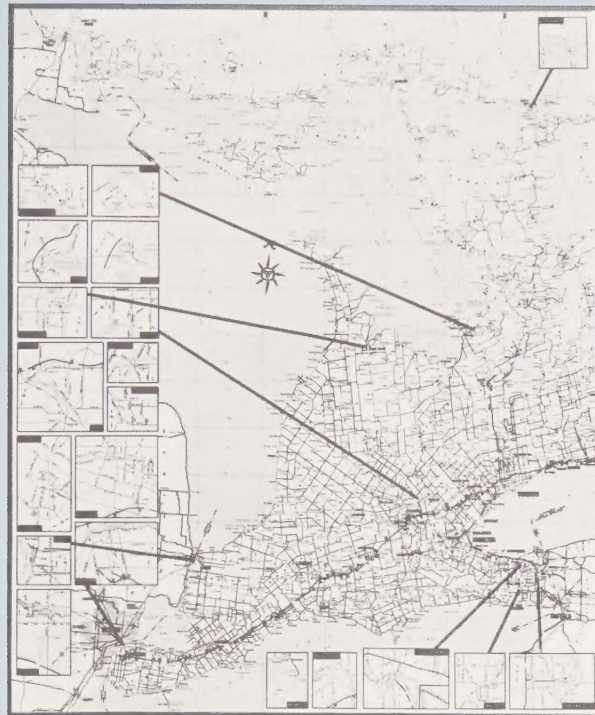
OWEN SOUND CABLE TV

COLLINGWOOD CABLE TV

GUELPH CABLE TV

HURON CABLE TV

Sarnia
Windsor
Wallaceburg
Corunna



NORTH BAY CABLE TV

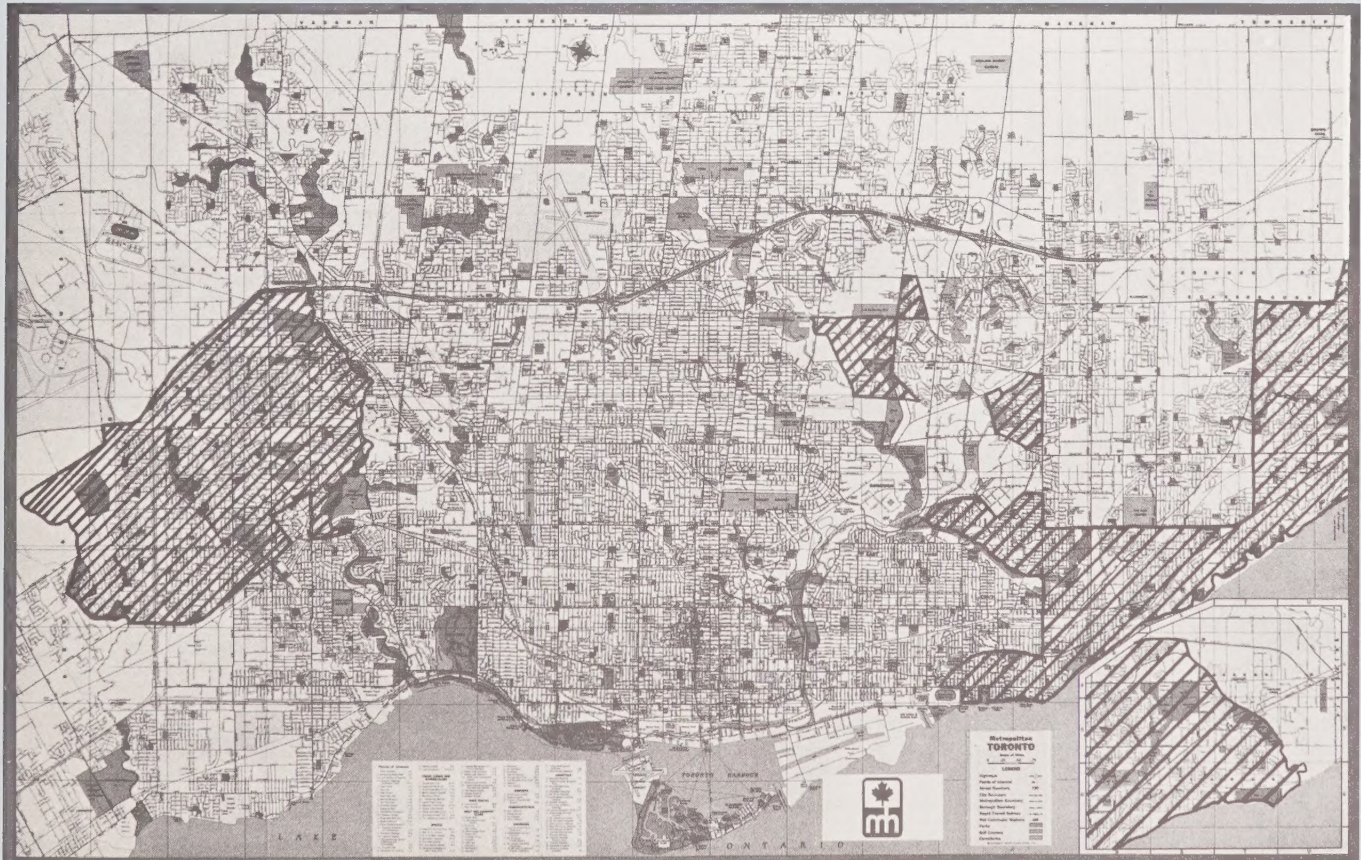
HUNTSVILLE CABLE TV

TORONTO CABLE TV
Metropolitan Toronto
Mississauga Township
Pickering Township

PENINSULA CABLE TV

St. Catharines
Welland
Niagara Falls
Port Colborne
Fort Erie

Better reception of more channels and elimination of the roof antenna are among the advantages of the cable television systems now available or underway throughout Ontario from Maclean-Hunter Cable TV Limited. Shaded areas in the map at bottom show those sections of Metropolitan Toronto in which Maclean-Hunter has received the rights to place its systems, a project which will require several years for completion.



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